

FOOD ~~ACTION~~ MEMO

TO GENERAL MANAGERS

CLUB ALL CLUBS except 4,6,14,28,
31,35,37,49,51,54,78,79,84,
91,93,301,302,303,311,312,
313,314

ROUTE NO.

FROM D. INDELICATO *DI*

DEPT FOODS MERCHANDISING

DATE 2/9/98

SUBJECT CIGARETTE PROMOTION

We have once again been given a promotional opportunity by our cigarette manufacturer's to offer our members \$2.50 Off per carton on all Marlboro, Winston, Basic, Doral, GPC, and Misty brands. As in the past, this promotion will exclude all business members who purchase cigarettes for resale.

Listed below, please find additional information pertaining to this promotion.

PROMOTION: \$2.50 Off per carton on all Marlboro, Winston, Basic, Doral, GPC, and Misty Brands.

DATING: Monday, March 2nd thru Sunday, March 29th

PARTICIPANTS: All members, except those members who purchase cigarettes for resale.

LIMITS: There will be a five carton limit per purchase.

LIMIT NOTATION: Please adhere to this limit to ensure that we will continue to receive promotional opportunities. Clubs not following this guideline put the chain at risk of promotional disqualification.

PRICING: Promotional pricing will automatically download in the system.

SIGNAGE: Please post a sign to read:

"\$2.50 Off per carton on all Marlboro, Winston, Basic, Doral, GPC, and Misty Brands. Per our cigarette manufacturers, members who purchase cigarettes for resale are excluded from this promotion. There is a five carton limit on this promotional product."

7-1-98
If you have any questions or concerns, please call me at ext. 7442.

cc: Bass, Canty, Frieswick, Graham, Jasinski, Porter, Regional Managers, Sen, Wedge, Williams, Zone VP's, Philip Morris, RJ Reynolds, Brown & Williamson

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